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PIM conducts second annual Student Research Day

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PIM Director Prof. Ajantha Dharmasiri addressing the gathering. Dr. Saman Kelegama, Prof. J.A.S.K. Jayakody and Dr. Lloyd Fernando are also present at the head table

The Postgraduate Institute of Management (PIM) conducted its annual Student Research Day recently.

With research being one of the key pillars of PIM's edifice of excellence, the day provided an excellent opportunity for a meaningful intellectual interaction.

Nine research projects of both MBA and Ph.D. students were presented at the Research Day under three main subject areas, namely General Management, Marketing and Consumer Behaviour and Advanced Management. Each of these three sessions were chaired by the Faculty and distinguished academics as well as reputed entrepreneurs.

Dr. Saman Kelegama, Executive Director, Institute of Policy Studies, appearing as chief guest at the proceedings, expressed his delight at seeing the PIM's vital role in promoting management research, primarily through its dedicated research centre. Prof. Ajantha S. Dharmasiri, Director, PIM, emphasised the importance of research in the activities of the PIM as it is one of the key pillars in the institute's edifice of excellence.

Prof. J.A.S.K. Jayakody, Head of the PIM Research Centre, thanked all paper presenters for their assiduous work and said that the conduct of the second research day amply demonstrated the genuine interest the PIM takes in the advancement of knowledge. Dr. A.K.L. Jayewardena was instrumental in preparing the students for the abstracts and presentations.

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